



look good feel better
CANCER SUPPORT CHARITY

2025 Charity Impact Report

When cancer changes everything,
Look Good Feel Better helps people
recognise themselves again.



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Over the past 3 decades, Look Good Feel Better has supported hundreds of thousands of people UK-wide.

Our vision

To be recognised as one of the UK's leading cancer support charities, providing specialist support that addresses the cosmetic, physical and emotional impact of cancer treatment.

Why we exist

Cancer treatment can affect far more than physical health. It can impact confidence, identity and wellbeing, and can lead to feelings of isolation at a time when support matters most.

Through free, expert-led workshops delivered face to face and online, Look Good Feel Better creates safe, supportive spaces where people can connect with others in similar situations, gain practical advice, and feel reassured and understood.

Patients leave our workshops feeling more confident, less isolated and better equipped to navigate treatment – restoring a sense of normality during an otherwise very abnormal time.

The team behind the mission

Trustees

Our Board of Trustees plays a vital role in guiding our mission and long-term direction, ensuring the charity remains focused on delivering high-quality, specialist cancer support services across the UK. Drawing on a broad range of leadership experience, our trustees provide strong governance, strategic oversight and valuable support the charity's continued growth and impact. The board helps ensure we operate with integrity, accountability and purpose.

Core Team

Look Good Feel Better is driven by a dedicated team committed to making a meaningful difference for people affected by cancer.

With a core team of 18 full-time and 6 part-time colleagues across Fundraising, Service Delivery, Finance and Operations, we deliver specialist support with care and professionalism. Working collaboratively, we help people rebuild confidence and improve emotional wellbeing.

Patient Ambassadors

Our Patient Ambassadors play a vital role in raising awareness of Look Good Feel Better by sharing their lived experience of cancer and the impact of our support.

Former beneficiaries are invited to take part in events, speak on our behalf and help amplify the voices of people navigating cancer treatment.

By sharing their stories with honesty and courage, our Patient Ambassadors help reduce isolation, challenge stigma and bring our mission to life. Their involvement ensures that everything we do remains grounded in real experience.



Hear from Marrion and Selda, two wonderful advocates of Look Good Feel Better on what our support means to them >

Volunteers

Our volunteers are the beating heart of Look Good Feel Better.

With an incredible network of over 900 volunteers nationwide, they play a vital role in delivering workshops, supporting fundraising activities and helping bring our services to life.

From industry professionals sharing their expertise to individuals giving their time behind the scenes, our volunteers' dedication, compassion and generosity enable us to deliver meaningful cancer support across the UK.

If you are interested in joining us as a volunteer, visit our website or call us on the number below to find out more.



lgfb.co.uk/volunteer



01372 747500



Foreword from CEO, Mark Flannery

At Look Good Feel Better UK, everything we do begins with people, people living with cancer who, alongside the physical impact of treatment, often experience profound changes to their appearance, confidence, and sense of self.

For many, these changes can feel isolating and overwhelming at a time when they are already navigating so much. Our purpose is simple but powerful: to help people with cancer feel more like themselves again, to give the priceless gift of self-confidence and to help them regain a sense of normality, at an abnormal time.

Our 2025 impact report reflects on our work over the past year, a year in which the need for our services has continued to grow. Across the UK, increasing pressures on health services, ongoing cost-of-living challenges, and the long-term effects of the pandemic have made access to wellbeing support more important than ever. In this context, Look Good Feel Better UK has remained focused on delivering high-quality, practical, and compassionate support to those who need it most.

Over the past year, we have supported over 14,300 people living with cancer through our confidence-boosting workshops and services, delivered both face to face in hospitals and cancer centres and through our expanding digital offer. By combining expert guidance with peer connection, our workshops help people manage the visible side effects of cancer treatment, from hair loss and skin changes to changes in body image, **while also providing something less tangible but equally vital: reassurance, community, and hope.**

Last year was a hugely successful year for our charity, our service delivery, and our commitment to helping more people, in more places, in more ways. We were proud to launch three new face to face services in 2025, widening our face to face impact, whilst making our services accessible to more people. We were hugely proud to launch our specialist cancer related hair loss support, 'HeadWrappers' after a hugely successful charity merger in January 2025. We also saw our Styling for Confidence programme delivered in a number of John Lewis & Partners stores across the UK, bringing direct and practical support around the issues of dressing, styles, colours, and techniques to support cancer patients to feel comfortable in their appearance. Last year also saw us deliver hugely successful pilots of our outstanding cancer support workshop for men, focussing on grooming, styling, wellness diet, and fitness, and critically providing a safe and trusted space for men to talk and access peer support.

As we look forward to 2026, we are looking forward to all our new services growing to help meet the ever-growing demand.

Our impact is only possible because of the dedication and generosity of so many. I would like to extend my heartfelt thanks to our incredible volunteers, whose skill, empathy, and commitment sit at the very heart of our service delivery. Many give their time week after week in delivery venues across the country, offering not just expertise but kindness and understanding. I am equally grateful to our NHS, healthcare and fellow cancer support charity partners, whose collaboration enables us to reach people at critical points in their cancer journey. I would also like to extend a thank you to our new partners, the UK Spa Association, as we embark on a joint mission to support cancer patients through the delivery of workshops and support within the spa and wellness sector.

"We are committed to extending our services to more people affected by cancer..."

We are also deeply thankful to our donors, corporate partners, and supporters, whose continued belief in our work allows us to innovate, adapt, and grow. Whether through financial support, product donations, or long-term partnerships, your contribution helps ensure that our services remain free and accessible to everyone who needs them.

As an organisation, this year has also been one of reflection and learning and sadly, one of significant financial challenge.

Like most smaller charities, the financial pressures within the charity sector have pushed down hard on Look Good Feel Better UK.

Despite these challenges, we have continued to adapt how we work, strengthening our service delivery while reaffirming the value of in-person connection. We have listened carefully to feedback from those we support, using their insights to shape our services and ensure they remain relevant, inclusive, and impactful. While challenges remain, including rising demand for our support and unrelenting financial pressures across the charity sector, we are encouraged by the resilience of our community and the dedication of our team.

Looking ahead, our focus is on sustainability and reach.

We are committed to extending our services to more people affected by cancer, reducing inequalities in access, and ensuring that confidence and wellbeing support is recognised as a vital part of holistic cancer care. We will continue to invest in innovation, partnerships, and evidence-based practice, always guided by the voices and experiences of those we serve.

We remain steadfast in our belief that everyone facing cancer deserves to feel supported, valued, and confident. On behalf of Look Good Feel Better UK, thank you for being part of this journey. Together, we are making a real and lasting difference to the lives of people living with cancer across the UK.

**At Look Good Feel Better UK,
we face cancer together.**

Mark Flannery
Chief Executive
Officer



Our impact at a glance

The findings from our 2025 feedback survey demonstrate both the growing reach of our services and the meaningful difference they make to people undergoing cancer treatment. The results highlight positive outcomes across confidence, emotional wellbeing and feelings of connection at a time when support is most needed.

Based on feedback from 1,854 cancer patients who accessed our workshops, and informed by comparisons with previous years, these insights help us understand what is working well and where we can continue to strengthen our support. This evidence plays a key role in shaping our services and ensuring they remain responsive to the real experiences of those we exist to support.



After attending a workshop...



of cancer patients said they would recommend our services to others going through cancer treatment.

96%

said our services met or exceeded their expectations, reflecting the quality and relevance of the support provided.

95%

said our workshops had a positive impact on their mental health.

"The workshops made me feel pampered and cared for in the early weeks of treatment.

They were a vital part of my care plan, providing evidence based advice and a positive mindset, giving me back control over my mind and body. Very welcoming and non-judgemental volunteers. **The workshops provided a welcome focus on something other than the illness and various treatments, making me feel less like a patient and more like a woman."**

Samantha, Midlands

96%

felt our workshops are a valuable part of someone's treatment plan, highlighting the role our services play alongside clinical care.

"Look Good Feel Better should be recommended to all people going through cancer. Such valuable sessions."

Trisha, London

95%

found meeting others in a similar situation beneficial, reinforcing the importance of connection, community and shared experience in challenging times.



[Explore the story >](#)



Hear from Gloria and Samantha as they share just how valuable it was to have our services as part of their treatment plan and why they are so glad they took that first step to book onto a workshop >

"Absolutely go! I do not know where I'd be if I hadn't gone to that workshop. It has changed my life."

Gloria (pictured right)

Look Good Feel Better Patient Ambassador

Our impact beyond the numbers

While the data obtained helps us understand reach and outcomes, it doesn't always capture how support is felt. Across the UK these small moments, shared conversations and gentle reassurances form the foundation of the services we provide.

Region: North West, Wales and Northern Ireland



In 2025, we were proud to relaunch our services in Preston, made possible through close collaboration with local partners, re-establishing local cancer support for people across Lancashire.

"We were thrilled to reinstate these services thanks to the incredible support of CancerHelp Preston and Macmillan. By working together and sharing a common goal, we're ensuring patients across Lancashire are better signposted to the services available to support them throughout their cancer journey."

Bethan Davies, Regional Manager



More than **8 in 10 cancer patients** in this region experienced confidence-related challenges during treatment.

After a Look Good Feel Better workshop

96% reported a positive impact on their wellbeing

97% found meeting others emotionally supportive

Region: Midlands, Yorkshire and East Anglia



We are proud to share this year we launched our Look Good Feel Better workshops at the new YMCA Community & Activity Village, the first-ever Macmillan Cancer Information and Support Centre.

This new centre, developed in partnership with Sherwood Forest Hospitals NHS Foundation Trust and Macmillan Cancer Support, is a significant milestone in providing accessible cancer information and support in a welcoming community environment.

The YMCA is excited to be part of this ground-breaking initiative, offering a place where people affected by cancer can access the help and support they need, close to home.

More than **8 in 10 cancer patients** in this region experienced confidence-related challenges during treatment.

After a Look Good Feel Better workshop

95% reported a positive impact on their wellbeing

94% found meeting others emotionally supportive

Sherwood Forest

New Venue Launch:
**YMCA Community
& Activity Village**

In partnership with

**MACMILLAN
CANCER SUPPORT**

"It's fabulous that Look Good Feel Better have come with us to our unique community-based Macmillan Cancer Information and Support Centre in Newark's YMCA Community & Activity Village. The supportive ambiance of the sessions never fails to amaze me, and the ethos fits perfectly with our community venture. Thank you for partnering with us to add Men's Wellbeing to our Sherwood Forest Hospitals cancer support offering - It feels so right in the YMCA."

Andrea Murphy, Macmillan Cancer Information and Support Service Lead

"I think Look Good Feel Better provides really valuable services for the wellbeing of cancer patients. Our healthcare system often leaves people feeling like just a number on a list. A day that isn't about the illness or hospitals and makes you feel like a person again can be a really important breath of fresh air."

Rina

Skincare and Makeup Workshop, Preston

Our key achievements

2025 marked a significant year for Look Good Feel Better, one that brought both reflection and challenge. Reduced funding and fluctuations in product donations created challenges in planning and delivering support consistently, requiring careful decision-making and adaptability across the organisation.

In the face of this uncertainty, our focus remained firmly on the people we support. Our teams, volunteers and partners worked collaboratively to navigate these constraints, prioritising the delivery of meaningful, high-quality workshops and ensuring support continued to reach people affected by cancer across the UK.

Throughout 2025, we significantly expanded our workshop services to support individuals at various stages of their cancer journey. By forging strategic partnerships with esteemed organisations, we launched multiple services such as HeadWrappers aimed at patients who have lost or are likely to lose their hair due to cancer treatment.

We also piloted our new in-person Styling for Confidence programme in partnership with John Lewis & Partners, an interactive workshop that provides the tools to implement the changes one may need to feel comfortable and confident with their body again.

2025 also saw the launch of our new Men's Cancer Support Programme, which brings a broader approach to overall wellbeing, supporting men going through the physical, mental and emotional challenges of cancer.

We have successfully broadened our reach and impact. These collaborations have enabled us to offer tailored support that empowers individuals to regain their confidence and sense of self during a challenging time. **Each initiative reflects our mission to provide vital support for all individuals affected by cancer, creating spaces where everyone can feel like themselves again.**



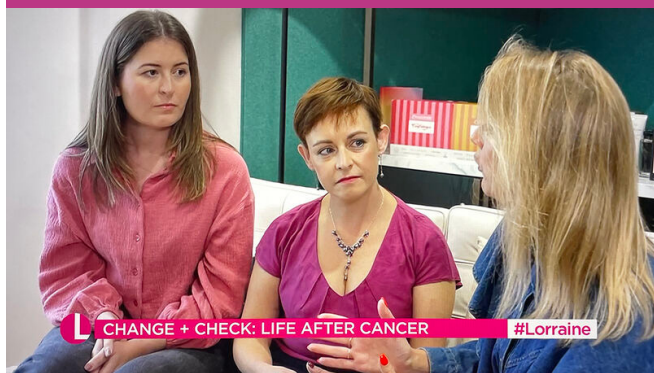
[Explore the story >](#)



Hear from Patient Ambassador, Hannah, who attended a HeadWrappers workshop during her breast cancer treatment to help prepare her for what was to come. Two years later, she's now a HeadWrappers volunteer, helping others going through cancer treatment to feel more like themselves again >

Through these innovative services, we continue to make a profound difference in the lives of those navigating the complexities of cancer, fostering an environment of hope, resilience, and community.

TV Appearance with ITV Lorraine



Look Good Feel Better was featured on ITV Lorraine during Breast Cancer Awareness Month, helping shine a national spotlight on the emotional and practical support we provide to people affected by cancer. The feature highlighted not only how our workshops support people during treatment, but also the important role they play after treatment ends, as individuals navigate confidence, identity and wellbeing issues in life beyond cancer.

By sharing real experiences and conversations as part of Lorraine's life after cancer segment, the coverage helped raise awareness of the ongoing support people often need, reinforcing that cancer doesn't simply end when treatment does, and neither should support.

BBC Radio 2 with Vernon Kay



We were honoured to be invited to Vernon's VE Day Tea Party in Beverley, live on Radio 2 – a wonderful celebration of resilience, remembrance and community.

Linda, who we had been supporting through her cancer journey, was selected to attend the event in recognition of her courage, warmth and fundraising spirit.

Having finished her treatment, she went on to complete the Beverley 10K race on her birthday, raising funds for our life-changing workshops.

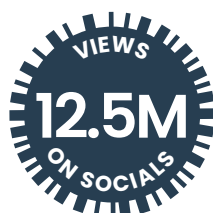
We were incredibly proud of Linda and grateful to BBC Radio 2 and Vernon Kay for their support in helping us reach more people affected by cancer.

Our online community

We are proud to have built a strong and engaged online community, reaching, supporting and inspiring a larger audience than ever before. This growing network reflects the reach and impact of our work, enabling us to stay connected with our beneficiaries and supporters, share vital resources, and provide updates on our workshops, events, and campaigns. Our combined efforts across all channels saw us reach over...



[Click to join our mailing list >](#)



+19% YOY >



+25% YOY



+30% YOY

Our community

Workshop delivery in 2025

For over three decades, we have been part of communities across the UK, supporting people affected by cancer at moments when reassurance and connection matter deeply.

Through our workshops and outreach, we create safe, welcoming spaces where people can pause, share, and begin to feel more like themselves again.

Supporting local communities sits at the very core of what we do. By delivering our services in healthcare settings and community venues nationwide, we ensure that people can access support close to home, including in areas where specialist services are limited or harder to reach.

We also deliver many of our workshops in non-clinical venues such as hotels and spas, community centres and leisure premises, providing a more welcoming environment for patients. Being present locally allows us to respond to the needs of each community, while offering the same compassion and expertise wherever our workshops take place.

2025 service data

In 2025,
we supported
14,338
patients

almost
1,200
patients per
month

80%
of the people we
supported were in our
face to face
workshops

950
people
were supported across
our new services

Total workshops

1,674
average of
140 per month
average of
35 per week

Total number of
venues across
the UK
149

In person workshops



Skincare and Makeup Workshops
10,500
across **1,294** workshops



HeadWrappers
Workshops
545
people across
106 workshops



Men's Workshops
(Pilots)
350
people across
40 workshops



Teens and Young
Adults Workshops
130
people across
18 workshops



Styling For
Confidence (Pilots)
77
people across
9 workshops

Online workshops

All workshops combined

2,866
patients across
209 workshops

Number of patients
supported face to face per
strategic delivery partner:

Macmillan	3,986
Maggie's	3,591
Independent	2,550
NHS	1,398

Our regional impact

North West, Wales
and Northern Ireland

2,388 patients
25 venues
320 workshops

South West

1,033 patients
27 venues
143 workshops

Scotland and
North East

2,055 patients
22 venues
241 workshops

Midlands, Yorkshire
and East Anglia

3,858 patients
45 venues
439 workshops

London and
South East

2,191 patients
30 venues
315 workshops

Who we support

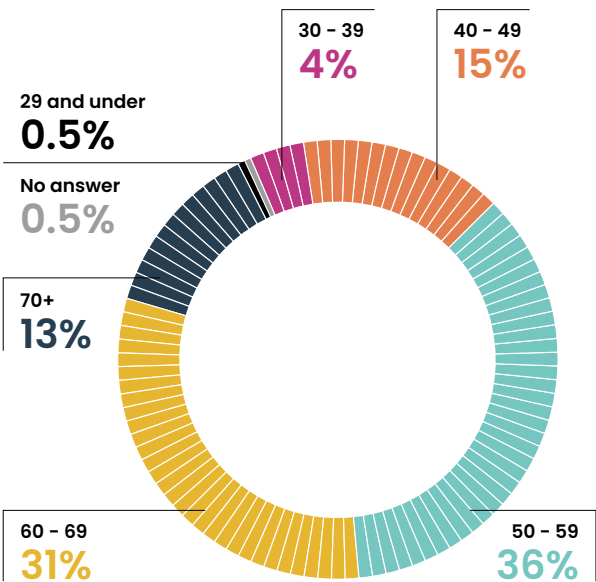
Our patient demographics reflect the vital role we played in supporting women affected by cancer during 2025, with 99% of our workshop attendees identifying as female.

Age

Key insight

80% of our beneficiaries are aged 50 years and above.

Whilst the majority of our patients are over the age of 50, we are seeing a growing number of younger patients attending our workshops, reflecting the increasing need to provide tailored support for those navigating the challenges of cancer at a younger age.

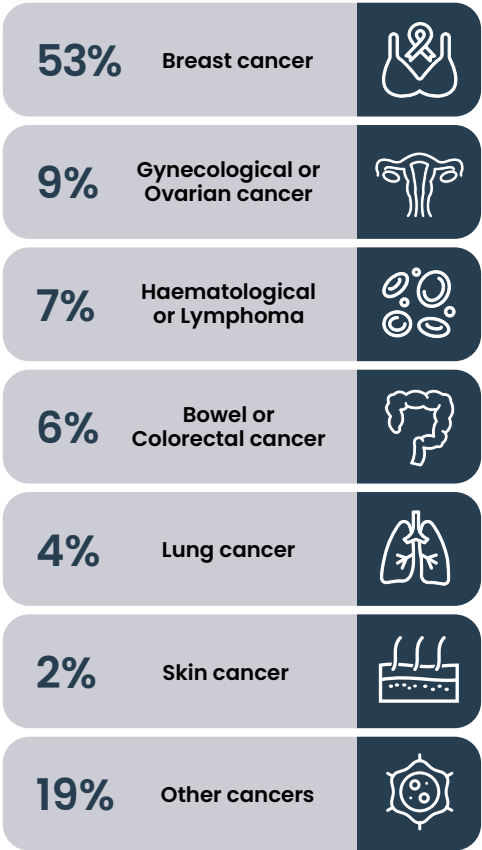


Cancer type

Key insight

Breast cancer remains the most common cancer type among those we support, accounting for 53% of respondents in 2025, compared to 60% in 2024.

With almost 1 in 3 new cancers diagnosed in women being breast cancer, it is not surprising that this group continues to represent a significant proportion of our workshop attendees. The distribution of cancer types in 2025 demonstrates increasing diversity among those accessing support.



These insights guide our efforts to ensure our workshops remain inclusive, accessible, and tailored to the needs of our diverse community.

Location

Key insight

Almost 60% of our workshops serve those in rural or under-resourced areas, reflecting our commitment to reaching communities with limited access to cancer support services.

Venue Spotlight:

University College Hospital Macmillan Cancer Centre, London

UCH Macmillan Cancer Centre continues to demonstrate a strong commitment to holistic cancer care, with our services embedded within its patient support pathway.

By actively promoting our Skincare and Makeup workshops, the team ensures patients have access not only to expert clinical care, but also to practical cancer support at a time when it matters most.

Led by Nicola Panara, Administration Team Lead and Wig Specialist, our monthly Skincare and Makeup workshops provide a welcoming space where patients can reconnect, share experiences and feel supported beyond treatment. The centre also delivers our successful Teen and Young Adult workshop programme, tailored to younger people navigating cancer.

With plans to introduce our HeadWrappers and Men’s Cancer Support Workshops, the centre continues to strengthen inclusive, responsive support, helping patients not just cope, but feel more like themselves again.

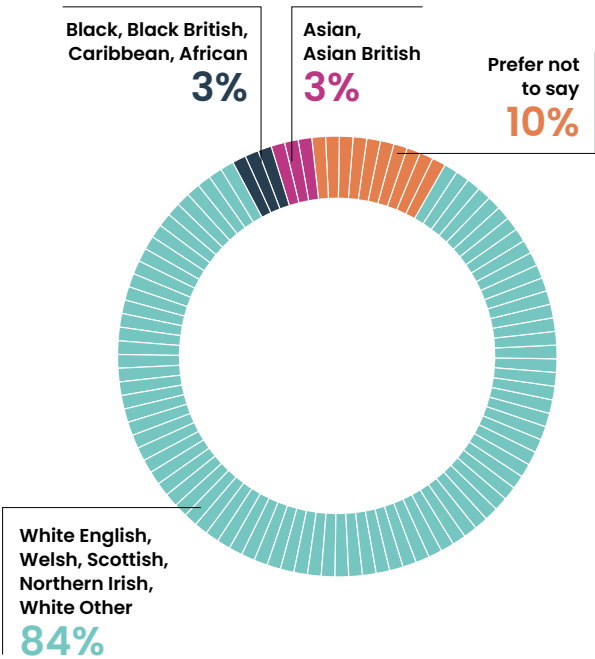
Ethnicity

Key insight

84% of our beneficiaries identify as White.

Although 84% of our beneficiaries identify as White, this insight highlights the importance of focused outreach to better understand unique needs of those from ethnically diverse communities in order to improve awareness, confidence and access to our support.

Source: www.breastcanceruk.org.uk



Men's cancer support

In 2025, we embarked on an inspiring journey to launch our new men's pilot programme, aimed at providing crucial support to men navigating the challenges of cancer treatment.

These pilot workshops were designed to gather valuable insights into how we can better assist men during such pivotal times.

Through 40 pilot sessions, we were able to support over 350 men, offering wellness support and straight-forward solutions around skincare, nutrition, styling and exercise during their treatment.

Leading our Men's Cancer Support Programme is Regional Manager, Sam Hyatt, who shares:

"Each workshop gave us the confidence we were on the right path and able to really make an impact in supporting men throughout their cancer treatment.

Our mission became about creating a space where men could talk openly with others, share stories and feel more confident again.

It's been a valuable initiative, allowing us to better understand their needs, and strengthen our support, knowledge and passion as we develop our offering for 2026."



Through
40 pilot sessions

we were able to support over
350 men
during 2025

"My favourite part of the workshop was the laughter and conversation between everyone. Meeting others and being able to talk about our experiences was really useful."

Tim, Men's Cancer Support Workshop

Early impact and feedback

The positive feedback received further highlights the importance of creating an environment that feels relaxed and non-clinical, where conversation happens naturally and support feels shared.

"First and foremost - thank you so much. It was an excellent morning, with a very good speaker, and lots of opportunities to share experiences. I'm very much looking forward to trying the items in the goody bag!"

Stephen, Men's Cancer Support Workshop

What's next in 2026

Building on the early success of our pilot programme, 2026 will focus on expanding and strengthening the men's support offer. With the support of our brand partners, dedicated venue partners and volunteers we can continue to refine this service based on participant needs and feedback.

By growing awareness of this new programme among healthcare professionals and communities, our aim is to ensure more men affected by cancer can access our support.

Listening, learning and improving

As a charity deeply committed to inclusivity and accessibility, we've taken to heart the invaluable feedback from our community regarding how our services are accessed by patients at various stages of their cancer journey.

We have expanded our digital offerings and brought some of our most popular virtual services face to face across parts of the UK.

We know that each individual's experience with cancer is unique, and that's why we've developed a diverse range of workshops tailored to meet patients where they are. In 2025 we were bolder than ever in bringing more of our services to local communities whilst growing our digital footprint to allow more patients to access our range of services and find further support. We are dedicated to supporting patients in their community or from the comfort of their own home.

These efforts not only enhance our presence in the cancer support sector but also pave the way for more innovative services in 2026, ensuring we offer unparalleled support to those navigating the complexities of cancer and its treatment. Together, we're making strides to ensure no one walks this path alone.

2026 is proving to be another exciting year for us as we continue to bring more of our services to patients where they are, we are working hard to ensure that everyone who experiences our workshops, feels empowered to access our other services and find further support with us to help navigate through their cancer journey.



Our volunteers

Our volunteers are the driving force behind everything we do, bringing energy, commitment and compassion to every aspect of our work.

Whether leading workshops, sharing their skills as beauty professionals, or providing invaluable support for fundraising events and programme delivery, their dedication is at the core of our mission.

Explore the story >



For an insight into what a day volunteering with Look Good Feel Better really looks like, take a look at our Volunteer Diaries with one of our youngest volunteers, Emma, from The NGS Macmillan Unit, Chesterfield >

2025 volunteer statistics



We have over

975 active volunteers

With 93 new volunteers recruited in 2024



Which totals over

8,859 hours donated

over 180 hours more than in 2024



Volunteer of the Year Lu Wright

Lu (pictured right) receiving her award from Jay Aston at the Look Good Feel Better Christmas Concert

Lu attended her very first Look Good Feel Better workshop in Nottingham 27 years ago, after being diagnosed with cancer herself.

Lu says: "As I left that day, I knew I had found my charity. One where I could use the skincare and make-up skills I used every day at work to help women going through cancer treatment.

The magic that happens in those sessions isn't just in the bag of goodies - it's in the stories shared, the laughter, the warmth, and the friendships that blossom. Over the years, I've loved watching the charity grow and evolve, reaching far beyond the workshops.

I love spreading the word about Look Good Feel Better - whether that's giving talks to raise awareness, climbing the O2 for charity, or promoting over the years at one of our local dance balls that have raised over £6,000 so far."

We are incredibly grateful to Lu for her unwavering kindness, dedication and passion over the past 27 years.



Could you volunteer? If you'd like to find out more about volunteering with us, take a look at the roles available on our website >

From patient to volunteer

Can you share a little about your journey with us?

"I first heard about the charity years ago while working in the makeup industry. In 2015, after being diagnosed with a rare ovarian cancer, I found myself on the other side of that experience. During treatment, a Macmillan nurse told me about our workshops. What she didn't realise was that I had already mastered disguising missing brows and lashes! I just knew I had to volunteer and despite being advised to wait until I'd finished treatment, I soon volunteered at the Harley Street Clinic before volunteering at UCLH and Charing Cross Hospital."



"Two days before second chemo, the hair has gone."

What role did the charity play for you during and after treatment?

"Volunteering with Look Good Feel Better gave me focus, purpose and drive during treatment. But it's about far more than makeup or learning how to tie a scarf, it creates a space to connect with people who truly understand. Cancer can be incredibly lonely. I didn't have family or friends who had experienced it, and I grew tired of hearing "I'm so sorry". The workshops offered that connection. Even when in remission, we continue to provide community, confidence and a sense of belonging."

"I didn't want sympathy - I wanted conversation."

How did reconnecting with beauty through volunteering help?

"Volunteering helped me hold on to my identity at a time when so much else felt out of my control. Sharing my skills and supporting others reinforced my confidence and sense of self. **Cancer hadn't taken away who I was - it had simply changed the circumstances."**

Becky Ivey has been a volunteer since 2016. Here she discusses finding her purpose with Look Good Feel Better.

What has it meant to support others through our workshops?

"Having been on the other side allows me to truly understand the different stages people go through, from starting treatment, to needing a confidence boost, to feeling unexpectedly lost after being told, *"You're in remission, off you go"*. **Whatever someone is feeling in that moment is completely valid."**

What does staying connected to the charity mean to you now?

"As I begin a new chapter in my career, staying connected means using my voice to raise awareness and advocate for stronger partnerships between charities, healthcare providers and the beauty industry. Continuing to volunteer allows me to stay visible in the community, promote the incredible work you do, and help ensure people know these services exist when they need them most."

"There's still so much more we can do to reach people who need this support."

10 years later and Becky is still a much valued volunteer.



The difference we make

At 22, just a month after graduating from university, Lucy was diagnosed with a rare form of non-Hodgkin's lymphoma. Overnight her life went from planning her future to wondering if she would even have one. Now 7 months cancer-free, Lucy's life looks nothing like it did a year ago...

Looking back on the moment you were told the amazing news that you are cancer-free, how would you describe this chapter for you since that moment?

"My life has changed so much since I found out I was cancer free. It's been very up and down, lots of highs but also a few lows that I wasn't expecting! I feel like I have a new purpose and I've really found my voice."

When you think about 'life after cancer', what does that phrase mean to you now?

"I'm not sure that there is such a thing as life after cancer. There's life after treatment, but cancer never really goes away. Although I am cancer free, it's still a big part of my life, it's on my mind a lot but that's not always a bad thing, it's changed my life in many good ways."

How has it been discovering a 'new' version of yourself?

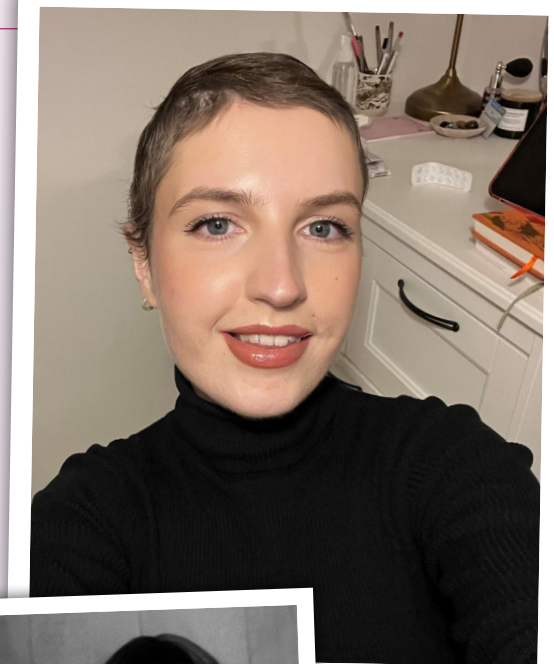
"Discovering a new me has been an interesting experience! It's been fun but also challenging. I'm constantly evolving and it's hard to keep up. As soon as I get comfortable something else has changed and that can be exciting but also exhausting at times!"

How has your involvement with us evolved?

"When I first attended a workshop I had no idea how much it would change my life! I've met so many amazing people and learnt so much about myself and the importance of looking after yourself. I don't think I'd ever realised the true impact of 'looking good' until I had cancer and spreading the message and supporting the charity has just been the most fulfilling and joyful experience!"

What has been one of the biggest lessons or realisations since you were first diagnosed?

"Tomorrow is not promised and we are all so lucky to be here, so treat people with kindness, tell people you love them and be happy!"



Lucy at a Look Good Feel Better workshop



Have there been any unexpected joys during the last 8-9 months that you didn't anticipate during/post treatment?

"My life has changed for the better and if you told me that a year ago I wouldn't have believed you! Working with you has been such a highlight, especially being able to speak and share my story. Talking in front of people was my worst nightmare, to the point that my voice would shake. Now I've grown and gained so much confidence which has helped me in my everyday life."

Do you have any advice for others also in their 20's, feeling unsure about what comes next?

"Life after cancer is not easy and that's okay. You can get so carried away with trying to live your life to the fullest, or maybe you go the opposite way and are too scared to get back into the world. Either way, you're not alone and there are so many people thinking the exact same thing! Don't be afraid to reach out to people and speak about how you feel because chances are you'll feel a lot better!"

Why do you think support from Look Good Feel Better still matters after treatment ends?

"Going through treatment is only half of the story! When you're in the midst of fighting for your life, the way you look isn't top priority but when you start to get back to normal, realising how much you've changed can be difficult. Having the support of a charity that gets that and doesn't make you feel silly or vain for caring is so important!"

Is there anything you wish more people understood about life after cancer?

"I don't think enough people realise that the physical illness is only half the battle, cancer completely changes how you think about your health, your body, your relationships, pretty much every aspect of your life is affected and that doesn't just go away when treatment ends. There's also a weird kind of pressure to feel so grateful and so excited to get back to life, and whilst that is part of it, it's not the whole story. There's a lot of fear and anxiety and isolation too."

Explore the story >



Hear more from Lucy over on our Instagram channel as she shares how our workshops were a real turning point during her cancer journey >

The following heartfelt feedback not only highlights the impact of our support but also helps shape its future.

"I had a lovely morning and enjoyed the company of everyone. I bought a really nice denim trouser and a nice green top with your recommendations in mind that same afternoon and I'm very happy with the result! Working on the rest of my wardrobe now!"

Feriel

Styling For Confidence Pilot Workshop

"An amazing opportunity for people like me who were suffering with terrible self esteem and loss of confidence after treatment and loss of all my hair. Thank you so much."

Lisa

Skincare and Makeup Workshop

"The 'old' me is back and I'm so grateful."

Maureen

Skincare and Makeup Workshop

"At such an important time in my life, the workshop made me feel human again."

Beth

Skincare and Makeup Workshop

"From balding to glowing, with the help and support of these exceptional volunteers!"

Kim

Skincare and Makeup Workshop

"I found 'me' in the mirror for the first time in ages."

Sandra

Skincare and Makeup Workshop

"I entered the Look Good Feel Better workshop feeling self-conscious, dowdy and unattractive. I left the workshop with a spring in my step, feeling positive, confident and glamorous. So much so, I agreed to be taken out to lunch by my partner for the first time in months!"

Vera

Skincare and Makeup Workshop

Our partners and supporters

The UK Beauty Industry

Product donations from the beauty industry play a crucial role in supporting our mission, and we are deeply grateful to every partner who contributed in 2025.

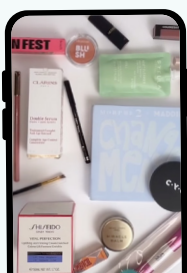


The Brilliance Edit

We responsibly repurpose unwanted or surplus beauty products that might otherwise go to waste, transforming them into meaningful support for those affected by cancer. These contributions are an essential support to the charity and come in the form of provision of products, curation of goody bags and beauty boxes with 100% of proceeds directly funding our services.

Equally, these product donations allow us to gift a curated product bag to every beneficiary attending our Skincare and Makeup workshops.

Explore the story >



These gift bags provide the practical tools to support patients through their cancer treatment. **See what's inside our workshop gift bags >**



In 2025, we received **224,000** products

which were donated by our

34 corporate partners

This is compared to 244,000 products in 2024 from 33 corporate partners.

This reduction highlights some of the ongoing challenges facing the beauty industry and, importantly, the impact fluctuations in product donations can have on a charity that relies so heavily on this support to deliver its services.

Experience days delivered in 2025

In 2025, we were lucky to partner with Creed, Chanel, L'Oréal and Dior Couture.

Dior Couture opened the doors of its New Bond Street flagship store to host a special HeadWrappers session in its private dining room, creating a truly memorable and uplifting experience for guests. Participants were gifted a beautiful Dior scarf and enjoyed a bespoke styling session delivered by the Dior team, a powerful example of the beauty industry coming together to offer care, confidence and moments of joy during cancer treatment.

Chanel hosted a series of makeup masterclasses at their Covent Garden boutique, where guests were treated to a complete makeover and a generous goodie bag to take home.

I just wanted to say a massive thank you for such a beautiful afternoon yesterday at the amazing Chanel workshop, we were treated like stars. You really are fantastic for giving us opportunities like this while we are on our own individual journeys. The lift in confidence and joy which I felt yesterday was amazing."

Rebecca, Masterclass attendee

These memorable events feature expert-led sessions which not only provide our beneficiaries with valuable tips and techniques to support their wellbeing during treatment, but also foster a sense of community and shared positivity.

Retail partners creating change



Recipient of our Outstanding Supporter of the Year Award, The Perfume Shop raised £330,000 throughout 2025, funding over 3,180 workshop places through their large-scale fundraising initiatives. Alongside vital funds raised, TPS team members across the UK played a key role in raising awareness of our services, educating customers and championing our mission.

"Supporting this amazing charity is about more than fundraising, it is about empowering people living with cancer to feel confident, valued, and strong every single day. We are proud to support in meaningful and impactful ways through fundraising, offering workshop venues, Beauty Box sales and more. We are honoured to stand alongside the charity in its mission and remain committed to championing its life-changing work now and in the future."

Gill Smith, Managing Director, The Perfume Shop



Our new partnership with H beauty strengthens the delivery of our services by providing us access to its Masterclass Suite venues in Milton Keynes and Silverburn.

These spaces will host quarterly Look Good Feel Better wellbeing workshops, helping us deliver consistent, high-quality support in a welcoming alternative to traditional hospital settings. By moving beyond clinical spaces, the collaboration aims to enhance comfort and give a sense of normality for those living with cancer.



Take a look at the wonderful highlights from our first ever workshop at H beauty >



JOHN LEWIS Styling For Confidence Programme

Our brand new Styling For Confidence Programme with John Lewis & Partners is our first ever retail delivery partnership, a huge step towards making styling support more accessible for those facing cancer. Throughout 2025 we successfully completed 9 pilot workshops across several flagship stores, including John Lewis Oxford Street and John Lewis Glasgow.

Marrion shares "I've just completed a Look Good Feel Better Styling Course at John Lewis, Oxford Street, and this was vital for me. Having been through my cancer journey and losing some of my confidence, it was important to get back out there to understand who I am now..."

Throughout 2026 we'll be rolling out a regularly scheduled service in every JLP store that has a styling department, ensuring national coverage that is accessible to as many women as possible.

Explore the story >



Take a peek at our second round of pilot sessions in action over on our Instagram channel >

Our success stories

Here's a small selection of our many success stories from 2025.



ELEMIS
LONDON

Since our partnership launched in 2022, Elemis has supported us through a range of purpose-led campaigns, product donations and general awareness activations. Our collaboration has also included team engagement sessions, product donations for workshops and beauty boxes, bespoke beneficiary experiences, and sponsorship of our annual Christmas Celebration Concert. Together, this collaboration continues to raise awareness and vital funds for our services.



benefit

Since 2015, Benefit have raised over £1m for Look Good Feel Better and in doing so helped us deliver thousands of workshops across the UK. Bold is Beautiful is their global philanthropy programme, which is dedicated to empowering women and girls to be their boldest, best selves. Every year throughout the month of May, Benefit Cosmetics donates £5 from every brow wax booked at their stores to their charity partners, helping us reach more people facing cancer across the UK.

Our CEO, Mark Flannery shares:

"Benefit's support is now more vital than ever before. We are extremely proud of our long-standing partnership, celebrating a whole decade of beauty and bravery."

Trusts and Foundations

In 2025, Look Good Feel Better was awarded grants totalling over £140,000 from a range of Trusts and Foundations, demonstrating their confidence in our mission and impact.

This included £20,000 from the Garfield Weston Foundation to support the launch of our new Men's Cancer Support Programme, £9,910 from the Alan Boswell Group Charitable Trust to fund workshops across Norfolk, Cambridgeshire and Lincolnshire, and £6,000 from the Pink Ribbon Foundation to support our Skincare and Makeup workshops during Breast Cancer Awareness Month.

The support of Trusts and Foundations plays a vital role in helping us respond to growing demand, reach more under-resourced communities and continue delivering life-changing workshops for people affected by cancer.

"The Alan Boswell Group Charitable Trust is proud to play a part in funding the vital work delivered by Look Good Feel Better. Their programmes make a tangible difference to those facing cancer and we are honoured to support an organisation that brings comfort, positivity, and empowerment to so many lives." **Alastair Drew, Trustee.**



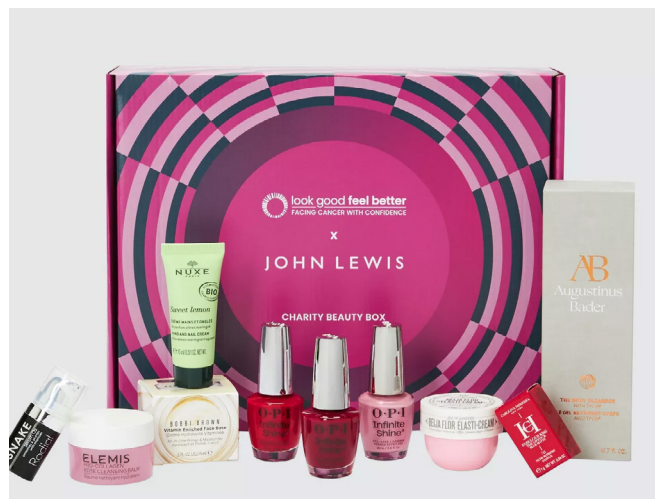
JOHN LEWIS

Employee Fundraising

Throughout 2025, the John Lewis Beauty Department and Sustainability Department raised a significant amount for Look Good Feel Better through a variety of fundraising events at their head office. These included interactive beauty stands, raffles, awareness days, as well as a two-day Christmas fundraising event and Sustainability Fayre. Alongside vital fundraising, this continued presence helped raise awareness of Look Good Feel Better among colleagues across the business, sparking conversations about our work and strengthening understanding of the confidence and wellbeing support we provide to people affected by cancer.

Look Good Feel Better x John Lewis Charity Beauty Box

The Look Good Feel Better x John Lewis Charity Beauty Box, the first ever charity beauty box launched by John Lewis & Partners, includes a variety of skincare and beauty products with 100% of the proceeds donated.



Explore the story >



Our special thanks to all the brands who generously donated the products in this charity beauty box including Augustinus Bader, Rodial, OPI, Sol de Janeiro, NUXE, Carolina Herrera, Elemis, Bobbi Brown. As well as to Made By Classic for completing the production and fulfilment of this product completely free of charge. **Available to purchase via johnlewis.com** >



SHISEIDO

Throughout 2025, Shiseido has been a deeply committed partner to Look Good Feel Better. Beyond hosting internal fundraising events and joining us on our Thames Path Challenge, Shiseido volunteered their time to support the packing of our Men's Grooming Boxes and Christmas Crackers. As well as the immense support logistically, Shiseido donated all of the products inside our Christmas Crackers, enabling them to be filled and assembled at no cost to the charity.



Take a look at the team in action helping build, fill and pack our beauty crackers >



CLARINS

In 2025, Clarins continued their long-standing support through a combination of fundraising, sponsorship and purpose-led campaigns.

Alongside their annual donation, Clarins supported our Christmas Concert and COPRA Lunch and Ball. Their two CRM campaigns that together raised much needed funds included a six-month Limited-Edition Lip Oil campaign, followed by the launch of The Power of Touch spa treatments, specially designed for people undergoing cancer treatment.

After the storm

Life after cancer

For many people, the end of treatment does not mark the end of the cancer experience.

Life after cancer can bring its own challenges, from rebuilding confidence and identity to adjusting to a new sense of normal. Our workshops continue to support people beyond treatment, offering space to reconnect with themselves and share experiences with others as they move forward.

Lynda's story

Diagnosed with breast cancer in March 2024, Lynda faced a year of immense challenge that tested her in every way.

Despite the uncertainty and toll of treatment, Lynda discovered a strength she never knew she had, alongside the power of connection with others on a similar journey.

Identity and 'the old me': Do you still find yourself comparing who you are now to the 'old you' and how did Look Good Feel Better aid in the rebuilding of your identity/confidence?

"Yes, I'm always saying things like *"I miss my long hair"* as this was my identity (well I thought it was)..."

Look Good Feel Better made me realise that it's alright to look good without hair (it was the first place I took off my headscarf in public) and that hair isn't your identity. They showed me how to make me feel amazing again with limited makeup and without eyelashes or eyebrows, at the time. I also found a lovely fellow cancer warrior through this session and we are now very good friends and I'm supporting her through her second cancer diagnosis."



Mental recovery and emotional wellbeing: What has helped most when things have felt mentally heavy or overwhelming?

"Mentally I'm changed forever, the possibility of recurrence is forever in the back of my mind. Also any niggle or pain automatically sends my mind into overdrive. But the fact that I'm still here is a good grounder on the tough days."

Fitness and reconnecting with the body: Has rebuilding trust in your body been part of the journey?

"Fitness has been a major part of my life for over 30 years. I had a home gym built in the garage during lockdown and it came into its own during my cancer journey. It was so important to me as even on the down days I tried to either do a dog walk or some type of workout. Mentally, exercise really is the best thing possible."

Hair growth, appearance and self-expression: How has your hair regrowth journey been?

"This has been a hard journey. Braving the shave was one of the toughest things I have ever done. I did however find it quite liberating too, as losing the hair due to shedding because of chemo was extremely difficult and upsetting. The regrowth has been very difficult too, I'm still not happy with it but I'm getting there a year down the line. I was told by others that I suited a bald head and headscarves, so there is always a silver lining!"

Reflection and support: What has helped you feel less alone as you've adjusted to life post-cancer?

"What's helped the most throughout my treatment and post cancer too is my fantastic Instagram family. We all connected after I set up my '*Breast Cancer and Me*' page. Also all my lovely friends and my wonderful family have been such an amazing support to me."

Why do you think support still matters long after treatment ends?

"People who haven't had cancer don't realise that the journey doesn't end when you ring the bell. Support still matters long after initial treatment ends. Look Good Feel Better helped me feel accepted when I didn't feel happy with how I looked with no hair. I also made a lovely friendship from the workshop which I wouldn't have if we hadn't both attended."

Looking forward: If someone reading this is just finishing treatment and feeling unsure or disconnected from themselves, what advice would you give?

"Your recovery journey isn't linear and you must take your time and be kind to yourself. You will have down days and things will seem too overbearing. Look for support from charities like Look Good Feel Better, or support groups via Instagram. You are not alone and talking to people who have gone through a similar journey to yourself are really the only people who will fully understand."



Explore support >



Find support beyond treatment.

Life after cancer can feel uncertain, but you don't have to navigate it alone. Explore our workshops and ongoing support for people living with and beyond cancer.



lookgoodfeelbetter.co.uk

Sector funding pressures and financial vulnerability

In 2025, Look Good Feel Better UK faced significant financial challenges due to unexpected reductions in key income streams, resulting in a large deficit.

We saw some significant reductions across key income streams, many coming at short notice, leaving the charity unable to respond in time. It was the first year that we had truly felt the significant pressures at play in the current fundraising landscape and this has now refocussed our attention on the need to stabilise and to work to deliver long-term financial sustainability.

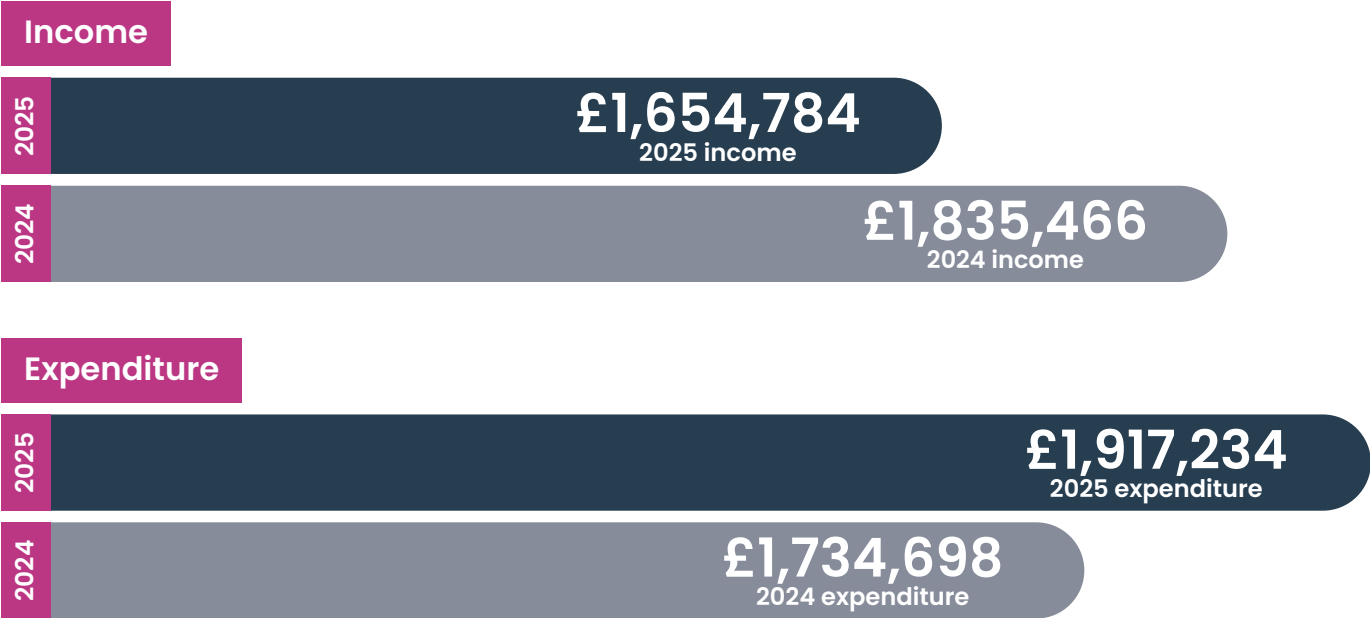
These challenges reflected broader sector-wide pressures including rising operational costs, public donations to smaller charities dropping from 54% to 25%, and overall giving in the UK reaching its lowest level on record, as highlighted in the [Charities Aid Foundation's UK Giving Report 2025](#).

Despite these difficulties, the charity has taken decisive action to strengthen its financial position, including revising fundraising plans for 2026, adopting a more flexible cost base to help navigate uncertainty and placing greater clarity and focus on the impact that support for the charity can have, on the life of a cancer patient accessing our services.

Looking ahead, the charity is focused on long-term sustainability. We plan to strengthen support from the UK beauty industry and corporate partners, expand our ecommerce capabilities, grow our Trusts and Foundation income, whilst placing a new focus on wider and mass participation activities such as events and individual giving.

Entering 2026, Look Good Feel Better UK is confident in its solid financial plan and the opportunity to expand service delivery whilst deepening partnerships to support more patients across the UK.

Alongside these actions, we remain committed to strong governance, transparency and responsible stewardship of the resources entrusted to us. Every decision we make is guided by the need to protect the quality and accessibility of our services, ensuring that funds raised are directed where they have the greatest impact for people affected by cancer.



Looking ahead 2026 objectives

At Look Good Feel Better UK, our commitment to our mission remains at the heart of everything we do.

We are driven by a vision to be recognised as one of the UK's foremost cancer support charities and the only one wholly dedicated to supporting people living with cancer to manage the impact of treatment on their cosmetic and physical appearance, in turn, reducing isolation and boosting self-confidence.

We are dedicated to supporting individuals throughout their cancer experience with empathy, integrity, and respect. By working collaboratively, embracing inclusivity, and staying true to our values, we deliver meaningful services that make a difference to communities across the UK.

Growth objectives for 2026 and the years ahead

Expand reach to support more people affected by cancer

- ✓ Increase the number of people supported to 15,000.
- ✓ Launch our in-person Hand and Nail Care Programme.
- ✓ Strengthen referral pathways with partners to ensure timely access to services.
- ✓ Increase our service delivery footprint within the Spa and Wellness sector, through our partnership with the UK Spa Association.

Strengthen digital and hybrid service delivery

- ✓ Develop digital workshop offerings to improve accessibility, flexibility and national coverage.
- ✓ Invest in digital tools to enhance participant experience, including on-demand resources and tailored support for different cancer pathways.

Grow and diversify income streams

- ✓ Increase unrestricted income to £1,950,000, to support long-term sustainability.
- ✓ Diversify funding sources to reduce reliance on any single income stream.
- ✓ Development of a new fundraising event and challenge event strategy for 2026 to 2028.

Deepen corporate and industry partnerships

- ✓ Build new and enhanced partnerships with beauty, wellbeing, and healthcare brands to support service delivery, volunteering, and financial growth.
- ✓ Develop strategic, multi-year partnerships aligned with Look Good Feel Better's mission and values.

Increase awareness and brand engagement

- ✓ Grow public awareness of Look Good Feel Better UK through targeted campaigns, storytelling, and advocacy, particularly among newly diagnosed patients and healthcare professionals.
- ✓ Strengthen social media and digital engagement to build a more active and supportive community.

Invest in volunteers and workforce capacity

- ✓ Invest in recruiting, retaining, and training more skilled volunteers to meet demand.
- ✓ Implement an enhanced volunteer recognition programme.
- ✓ Support staff development and wellbeing to ensure a resilient, motivated workforce able to deliver high-quality services.

A shared vision for growth



PAXMAN[®]

PIONEERS IN SCALP COOLING

In January 2025, we officially announced the merger between Look Good Feel Better and HeadWrappers, a hair loss advisory service for individuals affected by cancer treatment. One year on and we are in partnership with Paxman Scalp Cooling who will have ongoing involvement with our HeadWrappers workshops. Centred on raising awareness and improving access to information around hair loss and scalp cooling during cancer treatment.

As part of our collaboration, Paxman Scalp Cooling donated funds to directly support 170 patients, whilst further raising awareness of their pioneering expertise in scalp cooling. The partnership strengthens the credibility and reach of our hair loss support, helps raise awareness of the benefits of scalp cooling for hair retention during treatment, and ensures people are better informed, supported and signposted throughout their treatment journey.



See our HeadWrappers workshop in action, offering friendly face to face support in a warm and welcoming space >

In 2025, we strengthened our impact by bringing together shared expertise, thus expanding our cancer support services.

2025 also saw the bringing together of three amazing industries, the Spa and Wellness sector, the UK Beauty Industry and the UK's leading Cancer Support Charity who are dedicated to supporting cancer patients with the cosmetic and physical impact of their cancer treatment.



Look Good Feel Better UK and the UK Spa Association signed an exclusive partnership which aims to harness the collective strength of the spa and wellness community. This will raise awareness of our cancer support services, encourage the delivery of our workshops, drive fundraising involvement and promote initiatives that make wellbeing, self-care and confidence more accessible to people affected by cancer.

Together, the charity will collaborate with Spa operators, brand suppliers and beauty and wellness educators to ensure cancer patients see the spa and wellness world as a safe place of relaxation, recovery and rejuvenation.

"As an industry built around care, healing, and wellbeing, we have a unique role to play in supporting people during one of the most challenging times of their lives. This partnership gives our members a direct and impactful way to give back."

Bobby Griffiths, General Manager of the UK Spa Association

Explore the story >



Watch an inspiring conversation between Mark Flannery and Rachel Bevan, UKSA Board Member on the first ever episode of ***In the Spa Light With***. Their brand new podcast series shines a light on the people, stories and initiatives making a real difference across the spa and wellness industry. Tune in as they discuss all things Look Good Feel Better and the thousands of people we support across the UK >

Future income and support

The prevalence of cancer diagnoses in the UK, with one in two people receiving a diagnosis in their lifetime, has led to an unprecedented demand for our services.

Your support is crucial; without it, we cannot deliver our vital services. We need this key support in 2026 as we seek to stabilise finances, remain sustainable and to ensure we can invest and grow to meet the ever growing demand for our services.

Fundraising for us in 2026

There are many ways to get involved with Look Good Feel Better throughout 2026.

From taking part in our fundraising events to organising your own individual fundraising activities, every contribution helps fund our cancer support workshops across the UK.

We understand the financial pressures faced by our supporters, which is why we offer a diverse range of opportunities for engagement and support.

Throughout the year, you can support us by; participating in our lottery with a weekly £1 donation, becoming a 'Feel Good Friend' through a regular contribution, playing our raffles, or shopping our online beauty and wellbeing offers, each providing simple ways to make a meaningful difference.

We'll also be bringing our community together through much-loved events such as our annual Christmas Concert, alongside exciting new additions including a brand-new Summer Festival launching in 2026.

For more information on how to participate, please visit our website or email us.

✉ fundraising@lgfb.co.uk

🖱 lookgoodfeelbetter.co.uk



Product donations

As we strive to conduct more workshops, the need for increased funding is paramount. Product donations can serve dual purposes: they are used in our workshops and included in our popular beauty boxes and purpose-driven beauty bags. For further information on how to donate products, please reach out to

✉ hello@lgfb.co.uk

Volunteering

Our volunteers are essential to the success of our charity. Volunteering with Look Good Feel Better is about more than giving time, it's about being part of a supportive community with a shared purpose. Volunteers consistently tell us how rewarding it is to use their skills to make a direct difference. From beauty professionals supporting workshops to individuals and corporate teams getting involved through fundraising and skills-based volunteering, our opportunities allow people to contribute in ways that feel personal to them. For corporate partners, volunteering offers a hands-on way for teams to engage with our mission, strengthen connections and see first-hand the difference their support makes to people affected by cancer. For more details on volunteering, please visit our website or email

✉ info@lgfb.co.uk

Let's face cancer together.

Expressing our deepest gratitude to our donors, volunteers, corporate partners and team members. Through fundraising, donating products, volunteering, providing services and advice, or simply championing our cause, your steadfast support has helped us empower more people than ever, allowing us to take significant steps toward a brighter future.

Until the day comes, that we all hope for, the day cancer is cured, we will continue to face cancer together with strength, compassion, and confidence.



look good feel better
CANCER SUPPORT CHARITY



Visit our website

lookgoodfeelbetter.co.uk

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